

Curriculum Crosswalk Template

Course: Marketing Promotions

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Program Area: Marketing Education

The student will:

Present Tense/Action Verb	Adjective	Object (limit to one object)	Method of Evaluation/Assessment	Idaho State Achievement Standard	National Standard
analyze	advertising	messages	Create an advertising message and analyze it	753.03.a.i, b,i 754.a.i,c.i	
calculate	cost	per thousand	Calculate the cost per thousand on the local newspaper	347.02.a.i.,ii. 349.02.a.,iii 349.03.a.v	
calculate	print	media costs	Calculate print media costs on a local newspaper	347.02.a.i.iib.i.ii 348.01.a 348.02.a.b.c. 349.02.a	
create	advertising	layouts	Create and post an advertisement on the school.	753.05.a.i,c,ii,iv 756.03.b.i 756.04.a.iv	
create	feature-benefit	chart	Create a feature benefit chart on a program in the school	755.01.b.ii	
critique	advertising	examples	Choose 6 ads brainstorm their	752.03.a,i.,ii.,iii.,iv	

Present Tense/Action Verb	Adjective	Object (limit to one object)	Method of Evaluation/Assessment	Idaho State Achievement Standard	National Standard
			effectiveness with a group		
define		advertising	Develop an advertising policy for a company	753.03b.,i	
define	parity	products	Chart a list of parity products	753.05.a.,i.	
define		positioning	Pick a product and describe the way it is positioned	753.05a.,i	
define		reach	Pick a product and define it's reach	753.06.a.i	
define		selling	Create a selling plan for a product	753.06.a.i	
define	suggestive	selling	Create a suggestive sales plan for a product	755.01.b.i	
define	visual	merchandising	Create a visual display for a group of products		
demonstrate	professional	behavior	Observe business relationship for all interactions concerning class	754.03.a.i	

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demonstrate		punctuality	Be on time to class 95% of the time		
demonstrate	respectful	behavior	Observe behavior of student with other students and staff	754.01.a.i,b.i,c.i 754.03.a.i	
demonstrate	work	ethic	Work hard on assignments, turn in quality work and turn in work on time		
describe	closing the sale	rules	Roleplay closing a sale	755.01.b.i,ii	
describe	effective	advertising layouts	Create an effective ad layout	753.05.a.i,c.ii.iv	
describe	elements	of promotional mix	Plan a promotional mix for a product	753.06.c.i	
describe	elements of	print advertising	Pick out a product and create a print ad for the item	753.06.c.i	
describe	handling objection	methods	Role play how to handle a customer objection	754.01.c.i 754.03.a.i 755.01.b.i	
describe	promotional	types	Chart promotional types	752.04.b.i	

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describe	publicity and	public relations	Look in a newspaper and pick out public relations articles and advertising	752..f.i.,ii	
develop	press	kits	Design and present a press kit	752.01.d.i,ii.iii.,e.i.ii.iii 752.01.e.,i.,ii.f,i.ii 752.03.a.i.ii.iii.iv.v 752.03.e.,i.,ii. 753.01.a.i,b.i.,c.i 753.02.a.,ii 753.02 b.i 753.03.a.,i.,b.,i 753.05.a.i,b.i.,c.ii.,iv. 753.06a.i.,c.i	
differentiate	rational and emotional	buying motives	Chart types of products that are rational and emotional buying items	754.03.a.i	
discuss	brand	equity	Pick two products and show the brand equity	755.03.b.ii	
discuss	customer	purchasing decisions	Pick an item and have the student chart the customers purchasing decisions	754.03.a.i	
distinguish	between	objections and excuses	Evaluation of a case study on objections and	754.03.a.i	

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			excuses		
evaluate	advantages and opportunities	sales profession	Research a sales career	753.03.a.i 753.06.b.i	
examine	brand	examples	Evaluate brands from Proctor and Gamble	756.01.a.,i	
explain	advantages/disadvantages	advertising media	Chart advantages and disadvantages of advertising media and give examples	753.06.a.i,b.i,c.i	
explain	characteristics	sales promotion	Create a sales promotion program for a product	752.03.a.,iii 755.01.b.i	
explain	determining	needs method	create a training brochure that shows how to determine a customers needs, understand decision making and feature benefit selling to a new associate	753.06.c.i	.
explain	extensive limited routine	decision making	create a training brochure that shows how to determine a customers needs,	753.06.c.i	

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			understand decision making and feature selling to a new associate		
explain	feature-benefit	selling	create a training brochure that shows how to determine a customers needs, understand decision making and feature selling to a new associate	753.06.c.i	
explain	promotion's	purpose	Examine why a specific product uses a specific kind of promotion	755.01.b.,i	
explain	selling approach	method	Role play selling approach method	756.04.,a.,iv	
explain	selling preapproach	method	Roleplay selling preapproach method	756.04.a.,iv	
identify	advertising hidden	words	Examine ads in the local newspaper for hidden words	756.01a.i,b.i	
identify	effective selling	characteristics	write and present a sales pitch for a product	755.01.b.i 753.01.c.,i	

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identify	trade	promotions	list and identify aspects of trade promotion	752.04.b.i	
identify	types of advertising	media	chart types of ad media	756.01a.i	
integrate	technology class	projects	Use computer software on all projects		
interact	students	group projects	Observe student interactions		
list	display	types	Create a chart of display types and examples of when to use each	752.05.b.i	
list	publicity's	benefits	Watch a public event such as the superbowl and analyze publicity's benefits	756.02.a.1	
list	selling process	8 steps	Create an 8 step sales process plan for an item	752.e.,i.,ii	
locate	actual	product positioning	Analyze a product and its position in the market	752.01e.,i.,ii	
locate	commercial product	placement	analyze a commercial product placement	756.04.a.iv	

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locate	publicity	examples	Cut up a newspaper and show examples of publicity	752.01.d.,ii.,iii 752.04.a.ii,b.,i 752.05.c.i.,ii	
observe	computer lab	rules	Observe students use of computer lab rules	752.05.e.i	
participate	class	discussion	observe student class participation in discussions	755.03.b.ii	
perform	functions retail	cashier	Demonstrate cashier functions	347.a.i 347.02.a.i	
practice	feature-benefit selling	technique	roleplay sales technique	755.01.b.i	
recognize	customer buying	signal	Analyze a case study	754.c.i	
restate	hidden ad	claims	Create hidden ad claim	753.03.b.i	
roleplay	as advertising	agency	roleplay an ad agency	755.01.b.i	
select	promotional	media	create a media plan for a product	756.03.a.ii	
select	print	media	create print media plan	756.03.a.ii	
work		independently	work independently in class		

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write	advertising	copy	Create ad copy	753.06.a.i,c.i	
write	press	release	prepare press release	753.03.a.i,b.i 753.06.a.i,c.i	